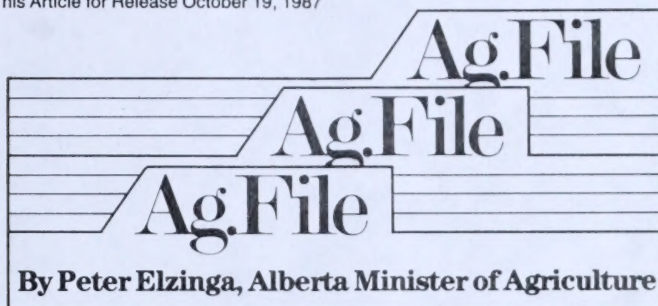


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EXPORT TRADE MONTH

As many Albertans are aware, October is Export Trade Month in our province, and across Canada. This year's campaign to promote public awareness of the importance of export trade got off to an impressive start October 1st, with the sixth annual presentation of the Alberta Export Achievement Awards in Edmonton.

The Export Achievement Awards program was established by the Alberta Government in 1981 to pay tribute to Alberta companies that had displayed outstanding accomplishments in international trade. Since then, almost 100 awards have been presented to businesses demonstrating innovation, determination and success in the export of Alberta products.

This year, as always, the agriculture industry was well-represented among the award winners. Export Achievement Awards were presented to: Western Breeders Group, which has achieved a 131% increase over four years in sales of bovine semen and embryos to countries such as the Soviet Union; the Alberta Wheat Pool, recognized this year for its penetration of new markets in the Pacific Rim; Centennial Packers Ltd./X.L. Food Systems Ltd., honoured for its success in the European, American and Pacific Rim markets, and Canada West Trading Corporation, an agri-food export services company that achieved sales of more than \$37 million in 1986, and has now won Export Achievement Awards in the past three consecutive years.

The contribution made to our provincial economy, not only by the award winners at this year's Export Achievement ceremony, but by all Alberta exporters, is tremendous. Last year, Alberta companies exported \$10.5 billion worth of goods, services and technology, accounting for almost one quarter of our province's gross domestic product.

One of our most important areas for market development is the Pacific Rim region. Pacific Rim countries form, in fact, our largest market after the United States. Alberta sales to these countries totalled \$1.7 billion in 1985, representing 12.5% of Alberta exports.

During this Export Trade Month, I will have the honour to help represent the Alberta Government in a major trade mission to the Pacific Rim. The trade mission will be led by the Honourable Larry Shaben, Minister of Economic Development and Trade, and will also include the Honourable LeRoy Fjordbotten, of Forestry, Lands and Wildlife, and the Honourable Rick Orman, of Career Development and Employment. Our job will be to meet with government and business leaders of the Pacific Rim countries, and to help open the doors to this rich marketplace for Alberta businesses.

From an agricultural standpoint, our principle buyers in the Pacific

Rim market, Japan, Korea, the People's Republic of China and Hong Kong, present ever-increasing market opportunities. Due to their limited land base, Japan and Korea offer particularly good potential, as they are increasingly devoting their resources to a manufacturing base and looking elsewhere for their agricultural requirements.

While in Japan, I will be meeting with the Japanese Ministry of Agriculture and with senior industry representatives to impress upon them that Alberta's agriculture and food industry is capable of meeting Japanese needs. In particular, I will emphasize our ability to supply their growing demand for meat products. While in the Republic of Korea, I will meet with government representatives to pursue further development of the market for Alberta's dehydrated alfalfa and canola seed.

The importance to Alberta's economy of exports to countries such as Japan, Korea, Hong Kong and the People's Republic of China cannot be overstated. Alberta, a resource-based province with a small domestic market, must export to survive. And as our province is displaced from traditional markets, many of which have become increasingly self-sufficient, we must expand trade in promising new areas such as the Pacific Rim.

Our Export Trade Month mission to the Pacific Rim is an aggressive effort to win a larger share of the global marketplace, helping to secure a bright economic future for Albertans.